

Reaching Agents of Change:

Catalyzing African Advocacy and Development
Efforts to Achieve Broad Impact with Orange-
Fleshed Sweetpotato (OFSP)

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Reaching Agents of Change

Implemented by: **CIP and HKI**

Funded by: **Bill & Melinda Gates Foundation**

Overall goal: **Reduce child malnutrition by fighting VAD through OFSP**

Success criteria: **18 mio USD and strong policy support for OFSP interventions**

Project duration: **3 ½ years**

Geographical focus: **1) Country level, 2) Sub-regional level, 3) Regional level**

Primary target countries: **Mozambique, Tanzania, Nigeria**

Secondary target countries: **Burkina Faso, Ghana**

Reaching Agents of Change

Project objective:

Strengthen the capacity of African institutions, advocates and implementing organizations to

- 1) generate awareness, support and obtain funding for OFSP interventions and,
- 2) effectively implement programs to combat vitamin A deficiency and food insecurity by exploiting the potential of orange-fleshed sweetpotato (OFSP)

Relation between SASHA and RAC

SASHA:

Research for Development

- New information and knowledge on SP
- New, improved methods & delivery mechanisms
- Capacity strengthening



RAC:

Advocacy, Fundraising and Capacity for OFSP development in SSA

- Technology dissemination & adaptation
- Crop management
- Food security & nutrition
- Processing, post-harvest mgt.
- Market development
- Policy measures

**RAC: Specific objectives &
expected outcomes**

Specific objectives

1. Generate new investments and policy support by governments, donors and NGOs to scale up the adoption of OFSP in target countries
2. Strengthen capacity of implementing agencies to design and implement technically strong and cost-effective interventions that drive uptake of OFSP

Expected outcomes

1. Donor / government commitments of at least 18 mio US\$ leveraged
2. Key OFSP issues reviewed by all major sub-regional and regional organizations, facilitated by cadre of African OFSP advocates
3. Capacity for training and technical backstopping on management and implementation of OFSP projects established, and 4000 change agents trained.

Specific objective 1

HKI: Advocacy for policy support and resource mobilization

Approach

- Participatory, iterative process
- Catalyze and strengthen cadre of OFSP advocates
- Provide training and tools for OFSP advocacy
- Development of advocacy materials
- Adapted to specific country/sub-region
- Role of RAC project: Facilitator

RAC OFSP advocacy



SSA

Southern-
East & Central-
West-

Country level

Mozambique, Tanzania, Nigeria
(Burkina Faso, Ghana)

Outputs – Advocacy (1)

1. Country OFSP advocacy strategy developed and implemented

- Participatory, process oriented approach, including:
- Situational analysis & needs assessment
- Decision maker network analysis, Policy change targets
- Funding opportunities, Decision maker engagement goals
- Implementation
 - Develop advocacy materials
 - Identify & train local OFSP advocates
 - Advocacy activities
 - Monitoring of target group contacts and advocacy progress

Outputs – Advocacy (2)

2. African OFSP advocates have skills & tools to influence decision makers and relevant fora and debates

- Development and sharing of support materials
- OFSP Advocacy capacity building
- Sub-regional debate and exchange of experiences
- Small- grants scheme to support innovative OFSP advocacy

Outputs – Advocacy (3)

3. Key OFSP issues reviewed at sub-regional and regional levels

- Promote OFSP in regional and sub-regional meetings, policy fora and seminars
- Strengthen collaboration and flow of relevant information between country, sub-regional and regional levels

4. Increased investment in OFSP development and promotion in Ghana and Burkina

- Stakeholder consultations
- Liaise with key GO, Donors, NGOs and provide support for strong OFSP project proposals

Specific objective 2

CIP: Capacity strengthening for OFSP implementations

Outputs - Capacity (1)

5. 30 implementing agencies have the capacity to develop gender sensitive OFSP projects of high quality

- Assess OFSP dissemination to date incl. institutional relations
- Study of gender in relation to (OF)SP production and use
- Elaboration of OFSP project development toolkit
- Development of training materials on project development

6. NARS/extension org in Mz, Tz and Ni able to offer training courses or extension services on implementation of OFSP projects

- OFSP training/extension material for extensionists and farmers
- Elaborate OFSP project M&E tool kit
- Train NARS training counterpart on ToT, SP production and use
- Train and certify national collaborators on SP knowledge
- Backstops initial training efforts of extensionists in the field

Outputs - Capacity (2)

- 7. 4,000 change agents trained to implement and manage gender sensitive OFSP projects**
 - Develop and conduct trainings on key agronomic, socio-economic and processing topics
 - Develop and conduct training on collection and use of information for enhancing project management
 - Monitor quantity and quality of the OFSP training effort

- 8. Technical backstopping as agencies consolidate OFSP implementation capacity**
 - Provide agronomic support to funded projects in SP multiplication and production
 - Train stakeholders on use of Sweetpotato knowledge portal
 - Ensure supply of quality foundation vines for funded projects
 - Develop and maintain databases on OFSP dissemination in SSA

Thank you!



Members of HKI OFSP producer group, Burkina Faso